# GOVERNMENT OF INDIA
# INFORMATION AND BROADCASTING
# LOK SABHA

UNSTARRED QUESTION NO:4437
ANSWERED ON:25.08.2005
NON-RECOVERY IN TELEVISION MARKETING
Adhalrao Patil Shri Shivaji

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

(a) whether the National Film Development Corporation Limited has failed to recover Rs.3.98 crore from the marketing agents due to defective collection system and ineffective recovery action as reported in C&AG Report No.3 of 2005 (commercial);

(b) if so, the details in this regard;

(c) whether any accountability has been fixed in the matter;

(d) if so, the details thereof and the action taken against the erring officials; and

(e) if not, the reasons therefor?

## Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) and (b) : An amount of Rs.3.98 crores is due from the following companies towards purchase of commercial time (FCT) to advertise their products in the Friday/Saturday film slot of Doordarshan marketed by NFDC:

(i) M/s. Plus Channel - Rs.2.24 crores

(ii) M/s. Panjon Group of Companies Ltd. - Rs.1.74 crores

(c) : Yes, Sir.

(d) : Departmental proceedings have been initiated against the senior officer concerned who has been suspended for various lapses in the TV Marketing Department.

(e) : Does not arise.